

INTERNET

Omega starts photo series in bell jars

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Imagine Omega Constellation

By STAFF REPORTS

Swiss watchmaker Omega is starting a social conversation with a new photo series that has launched on its social pages.

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Hashtag #ImagineOMEGA is a series that aims to portray the essence and personalities of Omega watches in bell jars. The campaign is static with its images and hashtag, but by being shared across platforms the brand will likely gain some attention.

Snap a photo

On Dec. 27 the first image was released of the photo series with the Seamaster Aqua Terra. The bell jar is adorned with a snow covered tree and has the caption “simple perfection frozen in time.”

Viewers are encouraged to imagine what they would put in the bell jar with this watch and share the ideas on social media.



Seamaster Aqua Terra

The second photo was revealed today and has a Constellation timepiece captioned with “The brightest Constellation.” The watch is within an orbit of gold balls within its bell jar.

Every week a photo will be revealed. Other brands have taken the slow release photo tactic before.

For instance, British menswear label Alfred Dunhill is showing off its fashions creatively with an ongoing Instagram series of commissioned artwork.

#CuratedByDunhill is published each week, and so far has shown pieces from digital artist Ignasi Monreal. Using Instagram to show surreal interpretations of fashion will help to engage Dunhill’s audience, while showing a more artistic side of practical attire ([see story](#)).

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